

**MINUTES OF THE BOARD OF DIRECTORS
HOLLYWOOD PROPERTY OWNERS ALLIANCE
September 18, 2008**

Directors Present	Chris Bonbright, President	Whitley Court Partners
	Jose Malagon, Vice President	Hollywood Media Center
	Nathan Korman, Secretary	NBK, LLC
	Frank Stephan, Treasurer	The Clarett Group
	Aziz Banayan	Algert Co., Inc.
	Lynda Bybee	Metro
	Alan Sieroty	Sieroty Company
	Thaddeus Smith	The Music Box Theater
	John Tronson	Tronson Investment Group
	David Green	Nederlander Organization - (Ex-officio Member)
	Leron Gubler	Hollywood Chamber of Commerce- (Ex-officio Member)
Directors Absent	Michael Gargano	Argent Ventures and Millennium Partners
	Ron Radachy	Oasis of Hollywood
	Hilary Royce	Church of Scientology International
	Tej Sundher	Hollywood Wax Museum
	Monica Yamada	CIM Group, Inc.
	Leslie Lambert	CRA/LA - (Ex-officio Member)
Staff	Kerry Morrison	HPOA
	Sarah MacPherson	HPOA
	Joe Mariani Jr.	HPOA
	Katie Zandona	HPOA
	Steve Seyler	Andrews International
Guests	Anne Bray	Freewaves
	Sara Daleiden	Freewaves
	Jeff Cohen	Gatehouse Capital
	Shawn Ingram	My Friend's Place
	Don Jacinto	Roosevelt Hotel
	Jan Martin	AMDA
	Natalie McMenemy	AFI Film Festival
	Gerald Van Wijk	AFI Film Festival

I. Call to Order

The meeting was called to order by Board President Chris Bonbright at 4:15 P.M. In honor of Bill Hertz, Bonbright asked that the board open the meeting by sharing stories and memories they had of Mr. Hertz.

II. Public Comment

Chris Bonbright introduced to the Board four of the five new director nominees that were in attendance. Each of the nominees, Jeff Cohen, Shawn Ingram, Don Jacinto and Jan Martin, gave the board some information about themselves, their interests in being part of the board and their respective involvements in the Hollywood area.

Following this, Anne Bray and Sara Daleiden of Freewaves distributed to the board pamphlets for the upcoming arts festival, October 9 - October 13, 2008. The festival will feature exhibits in various locations throughout the week along Hollywood Blvd. Daleiden gave the board some statistics about the number of expected attendees to the festival. The group is requesting a \$5,000 contribution that would go toward promotion of the event.

Anita Rosenberg, Feng Shui consultant and resident of the Broadway building, informed those business owners interested in rearranging their office or office buildings that she is offering Feng Shui consulting services.

Natalie McMenemy and Gerald Van Wijk, AFI Film Festival, gave an update to the board on this year's festival, which will be featuring over 150 international films. As in years past the festival will be held at the ArcLight Cinemas in the Sunset and Vine BID area, but will also be featuring some films at the Mann's theatre in the Hollywood and Highland complex. The film festival will also be utilizing the Hollywood Roosevelt as the events preferred hotel. McMenemy encouraged all those interested to please come, attend a screening and consider a sponsorship.

III. Approval of Minutes

It was moved by John Tronson, seconded by Jose Malagon and **CARRIED to approve the HPOA Board minutes from July 17, 2008.** [Unanimously approved].

IV. Treasurer's Report

A. Frank Stephan reviewed with the Board the Financials through August 2008. Stephan informed the board that the budget showed a little under \$11,000 over in projected income for the year, however interest income was down \$14,000. Stephan reviewed with the board some areas where there were some positive and negative variances in certain areas, including Consulting and Office Equipment, due to the extra hours spent with Willdan Financial during BID renewal and the purchase of the office's file server.

It was moved by John Tronson, seconded by Lynda Bybee and **CARRIED to approve the Treasurer's Report from August 31, 2008.** [Unanimously approved].

B. Review of option to shift deposits to Wells Fargo Bank: Frank Stephan informed the board that there were a few items that the Finance committee would be discussing before the October board meeting. One of these items was the option of taking the BID's funds and relocating them from the BID's current bank, First Regional, and placing them in Wells Fargo. In addition to this the group will also be discussing a possible 401 (k) plan for the HPOA staff.

V. Committee/Activity Reports

A. Marketing Committee:

1. Update on 2008-2009 Annual Visitor's Guide and Map: Zandona reported that this year's annual Hollywood Visitor's Guide and Map has been completed and distributed to its designated

locations. In addition to this, each participant in the map was given 500 copies to put on display at their respective businesses. Zandona also mentioned that the HPOA was able to make around \$ 2,130 in profit from this year's sales.

2. Progress Update on NavigateHollywood.com: Zandona updated the board on the status of the way finding website, which the staff is hoping to launch in the next couple of months. Zandona distributed copies of an example of what the site's homepage would look like for the board's input and comments.

3. Marketing Update: Recently the BID has had some local periodicals reference its success in renewing the district for a 10 year period, and the BID's innovative alley plan. Zandona mentioned that the BID is trying to be more proactive in their attempts to reach out to the media. Zandona also directed the board's attention to a marketing committee update. The update provided an overview of marketing activities the BID is currently handling and also shows their current status and future goals.

4. Update on the Formation of Marketing Committee: There will be an HPOA Marketing Committee formed this Fall. A meeting took place last month with several stakeholders in the BID to generate ideas of what were some issues the committee would like to oversee as far as marketing the BID area. Board members interested in joining the committee were encouraged to contact either Katie Zandona or Chris Bonbright.

5. Holiday Lighting Update: Jose Malagon notified the board that himself and David Gajda had spoken with the Hollywood Art's Council, and due to the short time frame, had recommended that the organization hold off their idea of working with the community to put Christmas lights along Hollywood Boulevard until next year.

6. Hollywood Signature Event Idea: Morrison said she had been approached by Malagon with an idea to organize a Hollywood signature event. Malagon reported that he felt that the BID should possibly work next year to pull resources from the community together to try and create a Hollywood signature event. The board agreed to continue to discuss the idea.

7. Freewaves Contribution:

It was moved by John Tronson, seconded by Nathan Korman and **CARRIED to approve that the HPOA would contribute \$2,500 toward the marketing of the Freewaves "Hollywood" Art Festival in October 2008.** [Unanimously approved].

B. Security Committee:

1. Draft for Consideration - HPOA Policy Statement in Support of Permanent Supportive Housing for Hollywood's Homeless Community: Kerry Morrison reported that she is currently working on the draft of the Board's policy statement and is hoping to have it available at the next meeting for the board's review.

2. Update on Hollywood and Highland Vendor Task Force: John Tronson informed the board, that the Security Committee had the opportunity to meet the new Hollywood area Captain, Captain Bea Girmala, at the Committee's last meeting. Tronson reported that with the help of the new Captain LAPD has reinstated a foot beat around the Hollywood and Highland area and is participating in a multi-agency task force with the City Attorney's Office, the Council Office and Bureau of Street Services to help regulate the illegal vending situation in front of the Hollywood and Highland complex.

3. General Update on Noise Issues, Valet Parking: Tronson mentioned that Kerry Morrison had recently made an attempt to meet with some condo owners at the Hollywood and Vine Lofts in order to experience what a typical "noisy night" would sound like from their units at the Equitable Building as nightclubs are in use at their neighboring properties. A business owner on Ivar Avenue also reported to the Committee that the valet company across the street from his business has been illegally using both sides of the street during business hours. Captain Girmala informed the Committee that she would contact West Traffic Bureau to see if they could send a unit over to the area on a busy night to cite violators and help better regulate the situation. Aziz Banayan suggested that maybe a meeting should be held with the various valet companies and the LAPD to address their concerns.

4. For October Meeting Consideration of Contribution to PATH HERO program: Rudy Salinas, PATH, spoke at the last Security Committee and informed the group of the current status of the HERO program. Salinas reviewed with the committee some of the program's statistics and success stories over the past year. Tronson said the board will discuss at their October meeting making another contribution to help support the program for the upcoming year.

C. Streetscape Committee:

1. Report on time line and tasks associated with RFP for Maintenance Contract: Sarah MacPherson distributed a time line which showed the scheduled due dates for items within the RFP for both the Sunset and Vine and Hollywood Entertainment District BID maintenance contracts. Members from both Streetscape Committees, as well as property owners in the two BID areas will be on the committee that will oversee the process from start to finish.

2. General Report on Activities: MacPherson informed the board that the screening of the 'Social Life of Small Urban Spaces,' a film by William Whyte, had a successful showing at the AMPAS Pickford Center in July. Representatives and property owners from both BIDs and their Streetscape Committees were in attendance. MacPherson reported that she has also met with representatives from Cal Trans regarding the condition of Hollywood's off-ramps. After meeting with the Streetscape Committees, MacPherson expressed that the committees thought that the long term care of the ramps might be better placed in the care of the Neighborhood councils, since several of the ramps are outside of the BID areas.

The Canary Island Date Palm was planted in front of the Hollywood and Highland complex on August 5, 2008. A check is scheduled to be received within the next month from CBS Outdoor to reimburse the BID for the costs of removing the illegally trimmed tree, and for planting its replacement.

MacPherson distributed an inventory of demonstration elements installed by the CRA in the early 1990s that are in various levels of disrepair. The complete list will be forwarded to the CRA's engineering department with a request to have the elements replaced or removed at the earliest convenience.

3. Report on City Council Motion regarding potential pedestrian alley at Cahuenga Boulevard-East: In a recent conversation with Council District 13 Field Deputy Helen Leung, Morrison reported that the Council office is working toward possibly introducing a motion that would turn the alley on the east side of Cahuenga Boulevard into a pedestrian thoroughfare.

D. Nominating Committee:

1. Update on Slate: Morrison informs the board that the proposed slate had been mailed out to all the property owners in the area and that it has not been contested.

2. Next Steps for Consideration of Officers Slate: Morrison reminded the board that those members interested in becoming an officer for the 2009 year must have their names and desired position submitted to John Tronson by September 25, 2008. The election will occur at the November 20, 2008 Board Meeting.

3. Update on County Tax Collector Administration of Parcel Assignments at Hollywood and Vine Project: Due to the complexity of the land assembly associated with the Hollywood and Vine project, involving three entities - Metro, Gatehouse Capital and Legacy Partners - several of the parcels at the intersection (south east corner) of Hollywood and Vine are in the process of being renumbered, making it difficult for the County to assign each parcel's BID assessment. Morrison advised the Board of this situation because two nominees to the Board - Greg Angelo of Metro and Jeff Cohen of Gatehouse Capital - are impacted, because the BID assessments have yet to be paid, a requirement of the bylaws. Cohen informed the board that both entities, either Metro or Gatehouse Capital are willing to pay their assessments once the bill is received. The board acknowledged the commitment by the entities to pay their assessment and noted that the intent of the bylaws provision did not apply to situations where property owners are awaiting, in good faith, an accurate property tax bill.

VI. Old Business

None.

VII. New Business

A. Update on status of comprehensive Walk of Fame repair initiative: An extensive study was recently done of the Walk of Fame in which each individual square was analyzed and graded based on it's current condition. Following the study a task force was formed by the Chamber of Commerce, Chaired by Public Works Board President Cynthia Ruiz, to look at the repairs and determine a methodology on how to revitalize the Walk. Leron Gubler reported that the approximate costs would be \$4 Million, of which the Chamber has received a little over half the amount in verbal pledges. Due to recent concerns expressed by the Cultural Heritage group the project has been somewhat delayed. Gubler asked that the BID consider assisting in the repair process by removing the Ficus trees along the Walk of Fame. Gubler explained that the \$4 Million cost is based on repairing just those areas in need of immediate repair, the costs to repair the entire walk would be approximately \$16 Million. Gubler informed the board that a full replacement should not be necessary.

B. Request from Chamber for \$5,000 for Christmas/holiday lights: Leron Gubler reported that the Chamber would be putting up their lights and decorations again this year as part of their commitment to keeping the Boulevard lit during the Christmas/holiday season. Gubler requests if the BID could assist in the process again by making a contribution of \$5,000 toward the purchase of decorations for the boulevard. Morrison informed the board that since the item was not noticed as an action item, a vote could not be taken until the board's October board meeting.

C. Update on Measure R: Lynda Bybee, Metro gave a brief update on Measure R which would be on the ballot this November 2008. If the Measure is passed, funds would be strictly controlled by the County and could not be taken by the state.

D. Visit with Assistant Assembly Majority Leader Kevin de León: The board welcomed to the meeting Assistant Assembly Majority Leader Kevin de León. The Assembly Member thanked the board for their time and updated them on some recent occurrences and votes that had taken place in Sacramento. The Assembly Member informed the board that he is pleased to add to his team Baydsar Thomasian as a representative for the Hollywood area.

VIII. Report from Executive Director

Due to time constraints the report was postponed until the October board meeting.

IX. Next Meeting

The next meeting is scheduled for Thursday, October 16, 2008 in Suite 200 of the Taft Building (1680 Vine St., Suite 200, Hollywood, CA. 90028).

X. Adjournment

There being no further business the meeting was adjourned by Board President Chris Bonbright at 6:15 P.M.